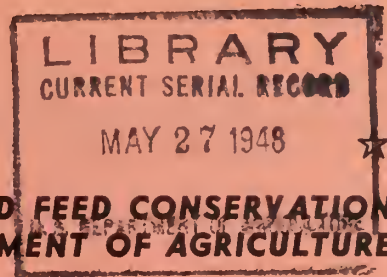


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Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION
U. S. DEPARTMENT OF AGRICULTURE

CLINTON P. ANDERSON, Secretary of Agriculture
CHARLES F. BRANNAN, Director

No. 19 May 14, 1948

WASHINGTON ROUNDUP

The communities of York and Lancaster in Pennsylvania now are engaged in a full-scale test of retail store distribution of the booklet, "Money-Saving Main Dishes" and application of the "Banner Buy" symbol which identifies plentiful foods for consumers at the point of purchase.

An unusual method of radio coverage of the trial in Lancaster has been adopted by one radio station. This consists of walkie-talkie interviews with shoppers in the stores.

It is encouraging to note that requests for "Money-Saving Main Dishes" keep pouring in. A daily record was set May 10 when 25,000 requests came into the Office for Food and Feed Conservation.

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Government crop reporters have lowered their sights on winter wheat prospects. The prediction now is for a harvest of 845 million bushels or 15 million less than was forecast one month ago. The forecast of winter wheat production is 21 per cent below last year's record production of 1,067,000,000 bushels. The drop in the crop forecast from April was attributed to adverse weather in the southern Great Plains.

This nation's short feed supply is reflected in the figures for April production of milk. It is estimated at 10 billion pounds--the smallest production for the month since 1941.

All of which adds up to the fact that, with our domestic and foreign commitments, we must practice food and feed conservation to meet our goals. These goals are a substantial, well-balanced meal for all our people and sufficient exports of food to Western Europe as a fundamental requisite for the rehabilitation of that continental area.

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Before resigning his cabinet post, Secretary of Agriculture Clinton P. Anderson addressed the Friends of the Land in Columbus, Ohio. We pass on for your attention some highlights of the Secretary's talk:

"The basic strength of a nation is productive land. No nation--no people--has ever remained permanently strong after the fertility of its land has been frittered away..."

"In the past decade the population of the world has increased by about 10 per cent--by some 200 million persons. Supplies of food in Europe and Asia are smaller today than they were a decade ago, and they were distributed abnormally.

"That is why in the consumption year that ended last June the United States exported more than 19 million tons of food--five times as much as we customarily exported before the war. That is why the proportion of grain moving in international trade that is supplied by this country, jumped from a norm of less than 5 per cent to more than 50 per cent last year.

"...It is no longer possible for one land to live in plenty, callous to want on every side, and to escape the envious glances of the less fortunate. Hunger in the world is a greater threat to peace than in previous centuries, because now the hungry can see clearly that starvation is not necessarily dictated by an unchangeable law of nature....

"So, I believe that the job of producing the food the world needs--for health--for happiness--for peace--can be done. But I am enough of a realist to recognize that it may be the most tremendous undertaking mankind has ever attempted. The stakes could not be higher. The blessings that will attend success could not be more satisfying. The consequences that might follow failure could hardly be more devastating. For widespread hunger might be used to advance ideologies which could make peace impossible--and which, if they prevailed, would cause the American way of life to vanish from the earth."

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The Office for Food and Feed Conservation has published a useful pamphlet for home gardeners. Entitled "Get More From Your Freedom Garden," it contains valuable tips on growing and preserving food. Some excerpts:

Don't cultivate deeply--just get the weeds.
A mulch of straw or leaves holds moisture, smothers weeds.
Can only fresh foods, in tiptop condition.
Use boiling-water baths for fruits and tomatoes.
Use steam-pressure canner for other vegetables.

(NOTE: It would help the Freedom Garden Program if these pamphlets were distributed in stores selling garden equipment, seeds, fertilizers etc. If you wish to get copies, write to the Office for Food and Feed Conservation, Washington 25, D. C.)

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"Get the most from this year's crops" is the present-day target of the Department's food and feed conservation program insofar as it applies to on-the-farm conservation. The Department is encouraging farmers across the Nation to plan, plant, cultivate and harvest with the utmost efficiency in order to get maximum production from the effort expended. At the same time, of course, OFFC is continuing to stress the need for careful management of scarce feed supplies.

Among the publications now being distributed or being prepared for distribution to farmers to encourage "getting the most from this year's crops" are the following:

Save Corn from the European Corn Borer; Save Crops by Controlling Grasshoppers; Save Grain Through Good Pasture; Weeding Small Grains and Corn with 2,4-D; Save Grain by Treating Seed; Save Food by Killing Garden Insects; Save Cottonseed from Insects.

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The State Nutrition Committee of West Virginia is in the midst of a vigorous campaign to encourage both rural and urban people to plant vitamin-C-rich vegetables in their gardens.

Surveys by the Department of Agriculture show that too many people are not getting enough Vitamin C in their diets. In addition, these vegetables are easy to grow and some of them lend themselves readily to canning. Examples of vitamin C vegetables are plant lettuce, tomatoes, peppers, kale, cabbage, carrots and turnips.

Kenneth R. Boord, Assistant Extension Editor, is working with the West Virginia committee on publicity for the program. He has prepared a radio spot announcement, and a series of 11 press releases to be accompanied by one-column mats.

COOPERATION CHURCH

We've received a letter from Reverend F. A. Shiltz of Shreve, Ohio. He writes:

"This Summer I am to serve on the faculty of a Methodist Church Christian Adventure camp, the theme of which is to be "Our Hungry World." I am to lead a group of intermediate boys and girls in a study of the subject "Food and Conservation." I would appreciate it if you will send me a packet of any free pamphlets and other literature you may have that would be pertinent to this subject."

(NOTE: The Reverend Shiltz received all the material we could possibly send. It is this type of community leadership that we need. We earnestly urge all church leaders to take an active part in the food conservation program.)

MUSIC AND MALNUTRITION

A recent story in the Washington Evening Star tells of the conflict between the spirit and the body in the realm of music. Dr. Hans Kindler, director of the National Symphony Orchestra, relates his experiences in Europe after conducting overseas.

"He told of conducting the great Hamburg orchestra and experiencing disappointment when he turned to the brasses," the reporter states. "He realized what was wrong. Those former stalwarts who used to be able to make the brass valves of a tuba swell with pressure, just did not have the calories in their diet to give dramatic strength to a crescendo.

"When a woman in the audience began to scream with hysteria, the concert master pressed his arm and said, 'Pay no attention. That is nothing. It happens often'.

"Another phenomenon of malnutrition.

"And when a man in the bank of strings fainted as Dr. Kindler was waving his baton, his neighbors covered him up and the music went on without a break. That happened often, too, he was told."

FREEDOM GARDENS IN DETROIT

The city of Detroit is going all-out on a Freedom Garden program. This is the word we get from William L. Favinger, Regional Director of the National Garden Institute.

In order to marshal the greatest forces for such a program, the Food Garden Committee has arranged a plan whereby those who do not have their own vacant land may obtain garden plots. The Department of Parks and Recreation has released all available city land for use by the public. Garden plots of 1500 square feet are being offered for cultivation. The Department is plowing these plots for a nominal fee of \$2.50.

In addition to this service, 34 Garden Registration and Information Centers have been set up in convenient locations throughout the city for everyone to whom city property is not readily available. These Centers register the following three categories of individuals by name, address and telephone number:

1. Those who have vacant property which they are willing to turn over to others for a Freedom Garden.
2. Those who desire to use property as registered in category No. 1.
3. Those who own plowing equipment and who will plow such lands at a reasonable fee.

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed conservation program.